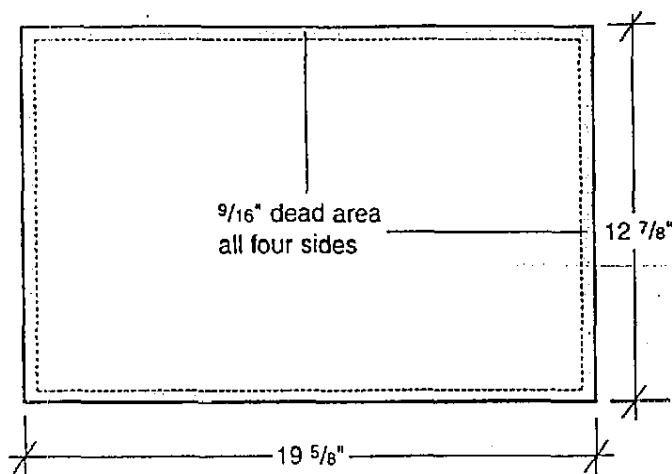


Reference FSC-143-B

**1999 Workplan POS
Needs Survey**

51856 9397

8-COLUMN OPM INSERT TRANSPARENCY (8 COL TRANS IN)



SPECIFICATIONS

Dimensions: 19 5/8" x 12 7/8"

Area: 252.67 square inches

Warning Notice: Exhibit 4

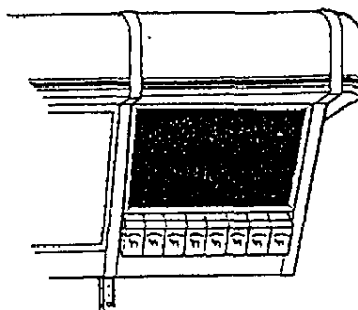
T&N: 18 pt.

CODE NAME

8 COL TRANS IN

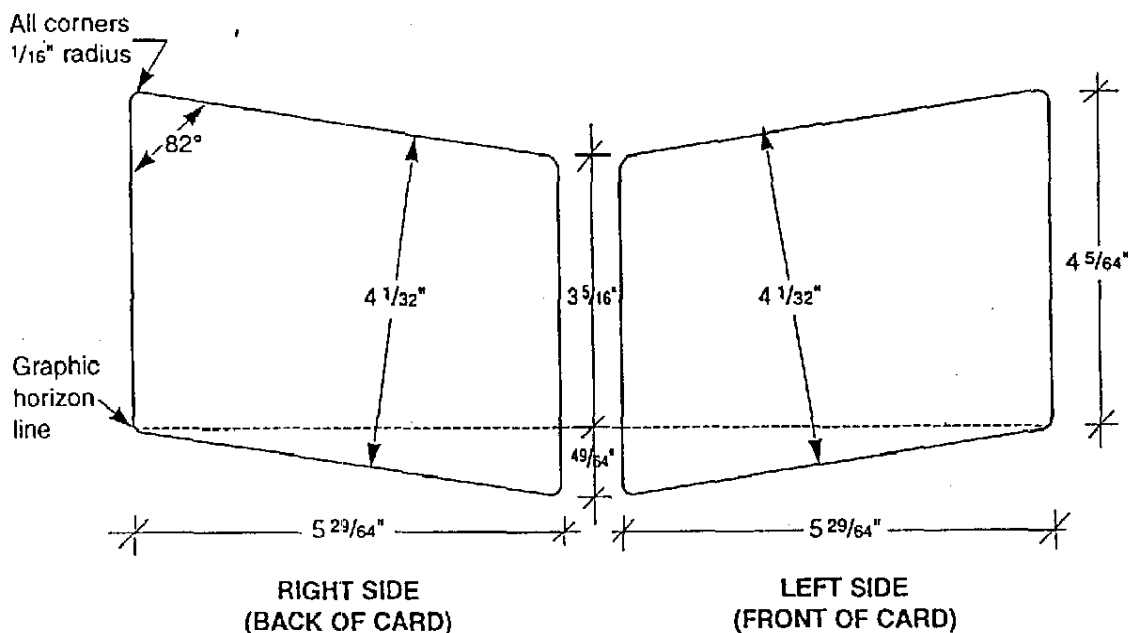
USAGE

Requires one transparency



51856 9398

DORAL 6-TRAY COUNTER DISPLAY SIDE CARD AND DORAL 9-TRAY COUNTER DISPLAY SIDE CARD



SPECIFICATIONS

Dimensions: $5 \frac{29}{64}$ " x $4 \frac{1}{32}$ "

Area: 21.98 square inches

Warning Notice: Not required

T&N: Not Required

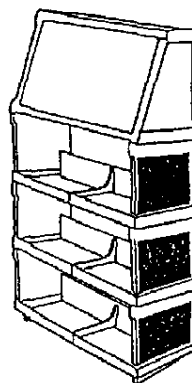
CODE NAME

DORAL 6-TRAY CNTR DISP SIDE CD

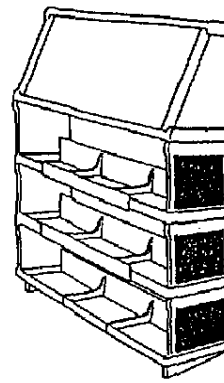
USAGE

Requires three cards each side

Note: Graphics must fit both sides, prints two sides.



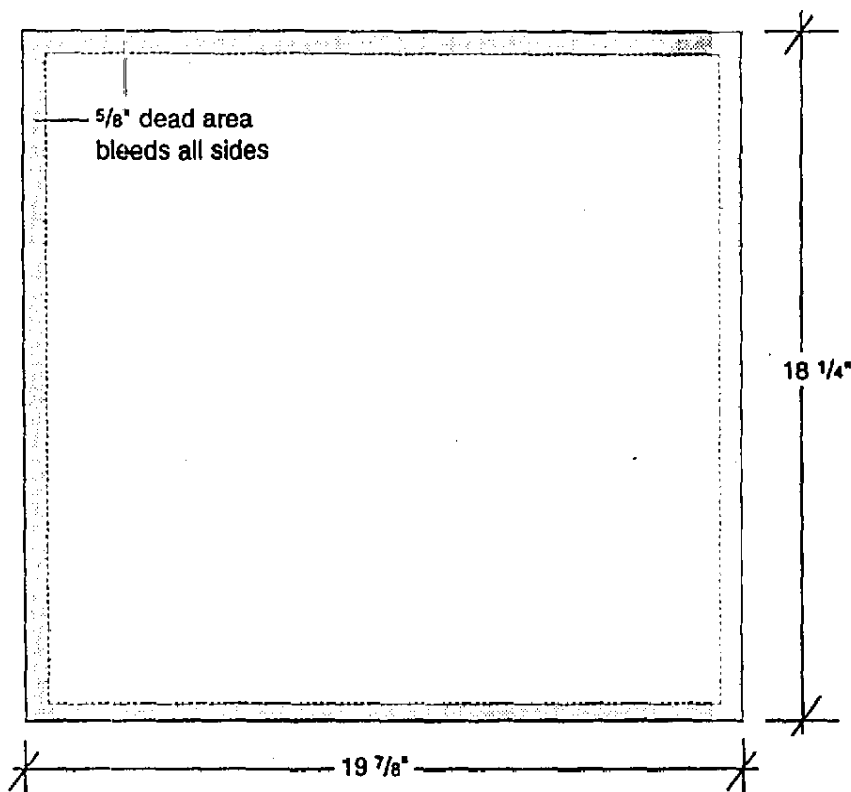
Doral 6-Tray
Counter Display



Doral 9-Tray
Counter Display

51856 9399

8-COLUMN OPM TRANSPARENCY (8 COL TRANS)



SPECIFICATIONS

Dimensions: 19 7/8\" x 18 1/4\"

Area: 362.72 square inches

Warning Notice: Exhibit 5

T&N: 18 pt.

CODE NAME

8 COL TRANS

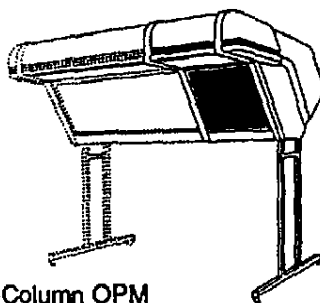
WCD FRONT

USAGE

Requires one transparency

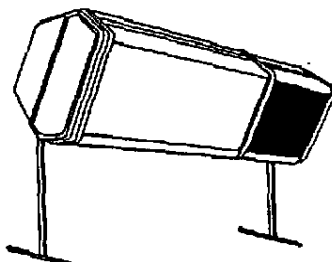
NOTE:

Also used with:
OVERHEAD II
OVERHEAD III
OVERHEAD IIIR

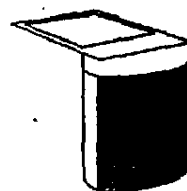


20-Column OPM

Note: Unit attaches
to 20-Column OPM



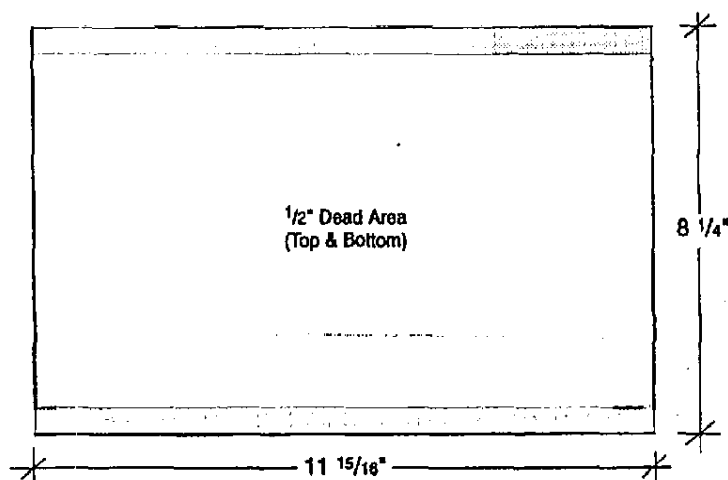
6' Mini Overhead



Waterfall Counter Display

51856.9400

DORAL 6-TRAY COUNTER DISPLAY
TOP SIGN CARD OR TRANSPARENCY
(12" HEADER CARD)



SPECIFICATIONS

Dimensions: $11 \frac{15}{16}" \times 8 \frac{1}{4}"$

Area: 98.7 square inches

Warning Notice: Exhibit 2

T&N: 12 pt.

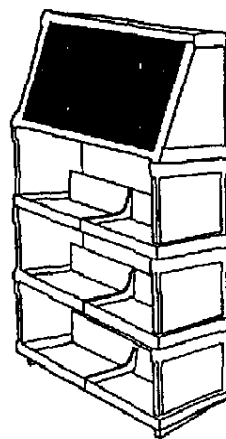
CODE NAME

12" HEADER CARD

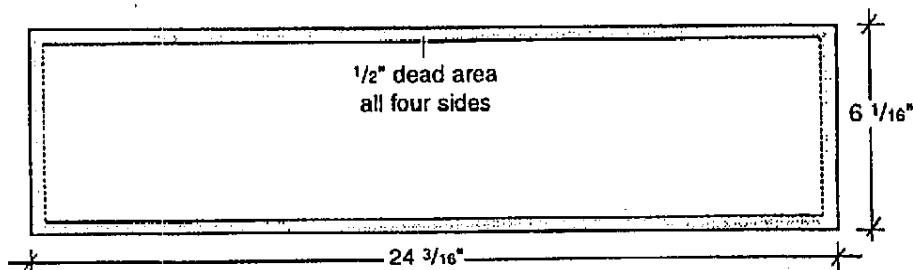
12" HEADER TRANS

USAGE

Requires one card or transparency



11-COLUMN SLIDE-BY CARD (11 COL SLIDE CARD)



SPECIFICATIONS

Dimensions: 24 3/16" x 6 1/16"

Area: 146.64 square inches

Warning Notice: Exhibit 3

T&N: 12 pt.

CODE NAME

11-Column Slide-By Card -

11 COL SLIDE CARD

PPCD Sign Holder -

PPCD SIGN CD

K-Mart Checklane - K-MART CK LANE

K-Mart PPCD - K-MART PPCD

Wood/Metal Spring-Load Display -

WD/METAL SP LD DISP

Metal 2' x 3' Express Checkout Display -

MET EX CK DISP

USAGE

11-Column Slide-By Top Signage

Requires one card

11-Column Slide-By Front Signage

Requires one card

PPCD Sign Holder

Requires one card

K-Mart Checklane

Requires one card

K-Mart PPCD

Requires one card

Wood/Metal Spring-Load Display

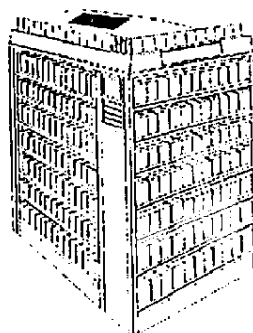
(2.5' x 3', 2.5' x 3.5', 2.5' x 4')

Requires two cards

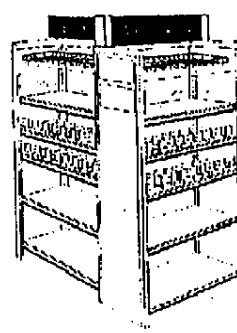
2' x 3' Metal Express

Checkout Display

Requires three cards



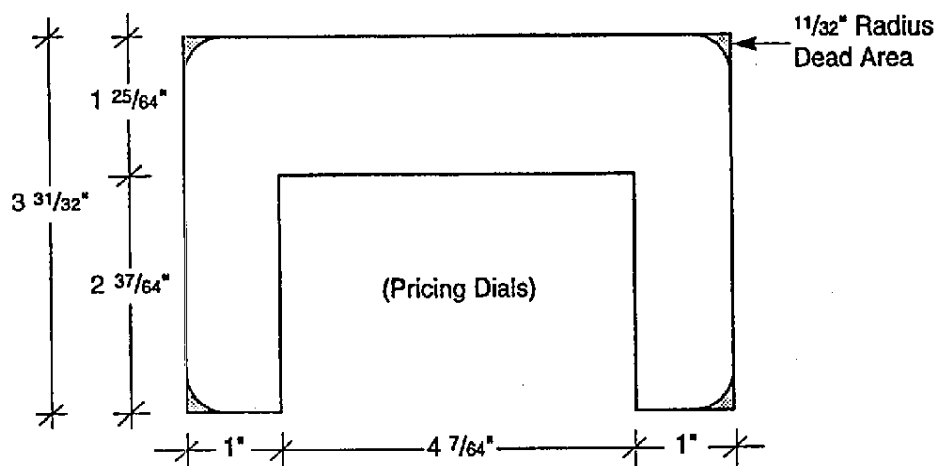
Wood/Metal
Spring-Load Display



2' x 3' Metal Express
Checkout Display

51856 9402

DORAL 9-TRAY COUNTER DISPLAY PRICER CARD



SPECIFICATIONS

Dimensions: $6 \frac{7}{64}$ " x $3 \frac{31}{32}$ "

Area: 24.25 sq. in.

Warning Notice: Not required

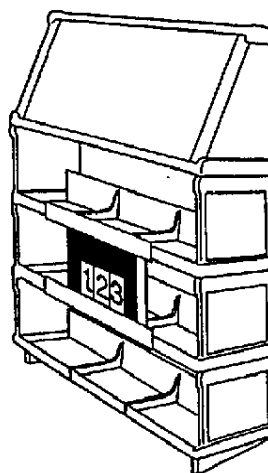
T&N: Not required

CODE NAME

9-TRAY CNTR DISP PRICING CD

USAGE

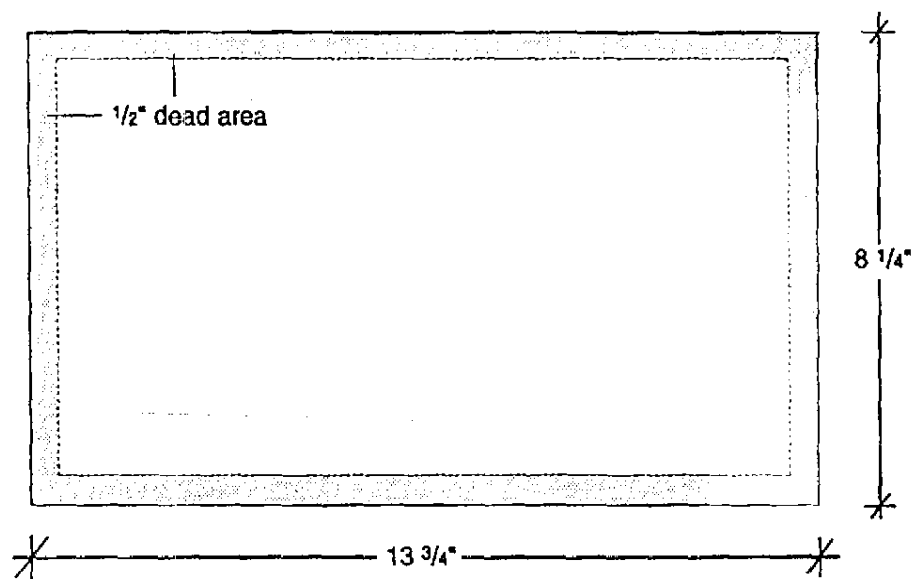
Requires one card



Doral 9-Tray
Counter Display

51856 9403

14" HEADER CARD OR TRANSPARENCY (14" HEADER CARD, 14" HEADER TRANS)



SPECIFICATIONS

Dimensions: 13 3/4" x 8 1/4"

Area: 113.44 square inches

Warning Notice: Exhibit 3

T&N: 12 pt.

CODE NAME

14" HEADER CARD

14" HEADER TRANS

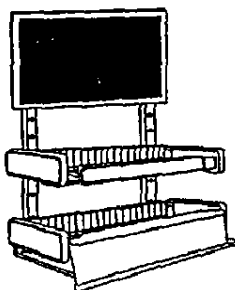
USAGE

System III Counter Display

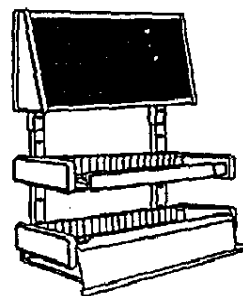
Requires one top transparency/card

Doral 6-Tray Counter Display

Requires one top card



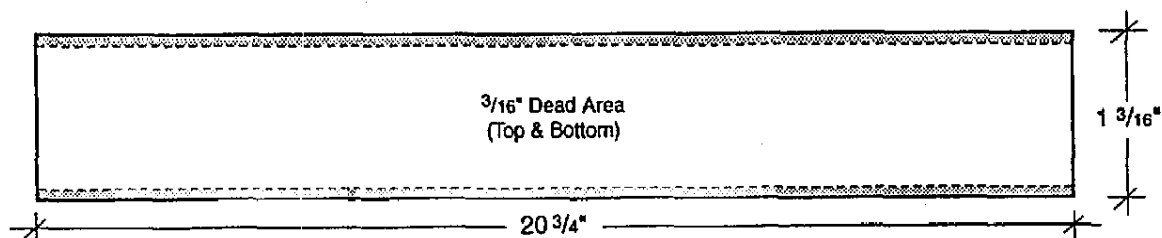
Non-Illuminated Enhanced
30-Pack Tray
System III Counter Display



Illuminated Enhanced
30-Pack Tray
System III Counter Display

51856 9404

EXTENDED DISPLAY CHANNEL STRIP (EXTENDED CHANNEL STRIP)



SPECIFICATIONS

Dimensions: $20 \frac{3}{4}$ " x $1 \frac{3}{16}$ "

Area: 24.64 square inches

Warning Notice: Not required

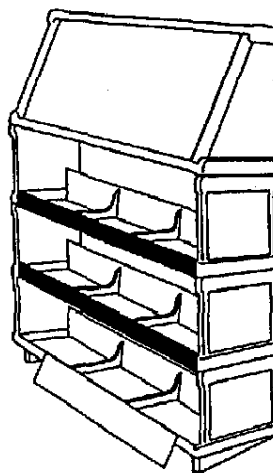
T&N: Not required

CODE NAME

EXTENDED CHANNEL STRIP

USAGE

Requires two strips

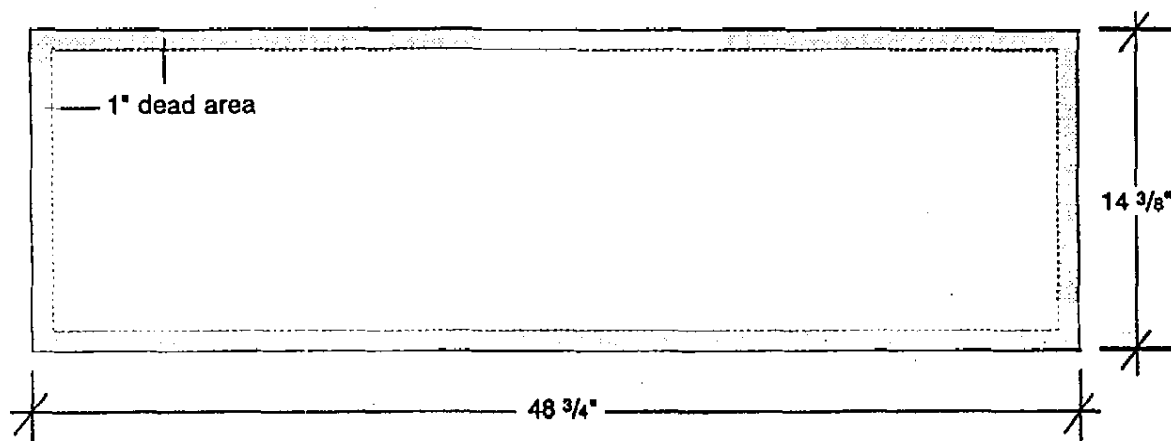


Doral 9-Tray
Counter Display

51856 9405

15" x 49" HORIZONTAL TRANSPARENCY

(15 X 49 TRANS)



SPECIFICATIONS

Dimensions: $48 \frac{3}{4}" \times 14 \frac{3}{8}"$

Area: 700.78 square inches

Warning Notice: Exhibit 6

T&N: 24 pt.

CODE NAME

15 x 49 TRANS

USAGE

Requires two transparencies

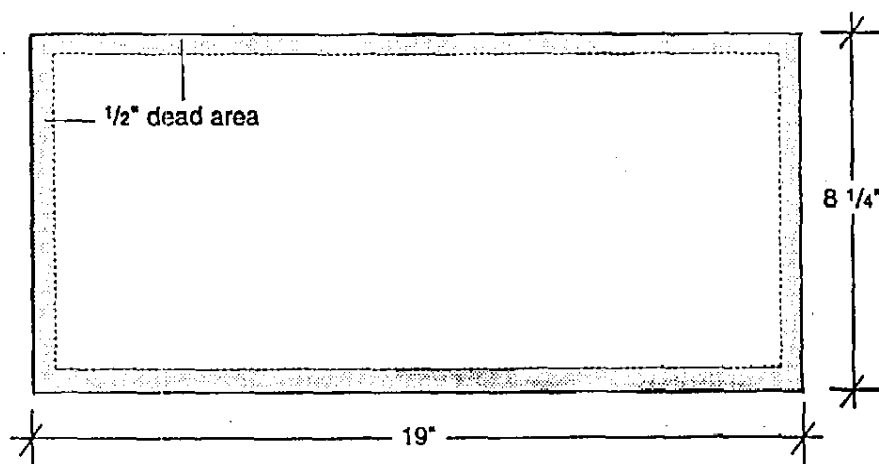


15 x 49 Sign

51856 9406

19" CANOPY CARD OR TRANSPARENCY

(19" CANOPY CARD, 19" CANOPY TRANS, 19" CTN TRANS)



SPECIFICATIONS

Dimensions: 19" x 8 1/4"
Area: 156.75 square inches
Warning Notice: Exhibit 3
T&N: 12 pt.

CODE NAME

19" CANOPY CARD
19" CANOPY TRANS
19" CTN TRANS

USAGE

System III Counter Display
Requires one transparency

Gondola End Pack Merchandiser
Requires three cards

Flex/Wood Unit
Requires multiple cards or transparencies
based on installation

Doral 9-Tray Counter Display
Requires one card or transparency

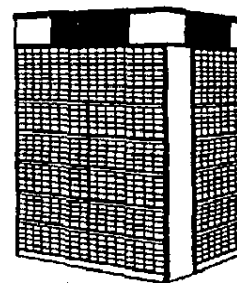
Curved Lens 40-Pack Tray Enhancement Kit
Requires one transparency



System III
Counter Display
(Non-illuminated)



Curved Lens 40-Pack
Tray Enhancement Kit

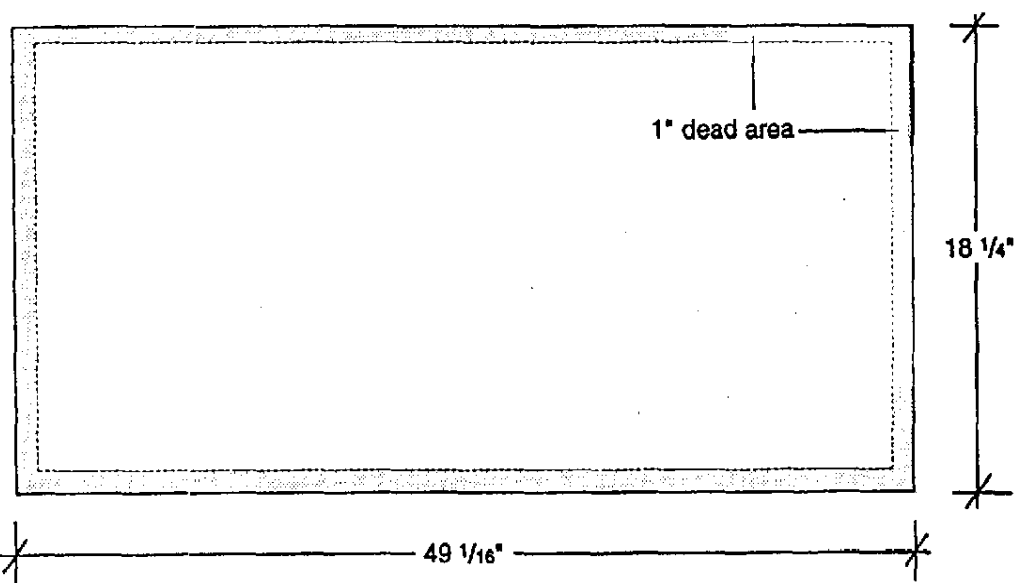


Flex/Wood Unit

51856 9407

20-COLUMN OPM TRANSPARENCY

ALSO: OVERHEAD III, IIIR, IV, MINI, AND Y SIGN TRANSPARENCY
(20 COL TRANS)



SPECIFICATIONS

Dimensions: $49 \frac{1}{16}" \times 18 \frac{1}{4}"$

Area: 895.39 square inches

Warning Notice: Exhibit 7

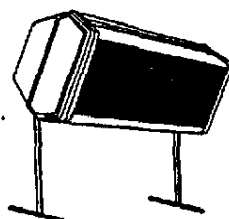
T&N: 32 pt.

CODE NAME

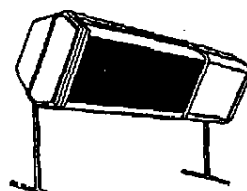
20 COL TRANS

USAGE

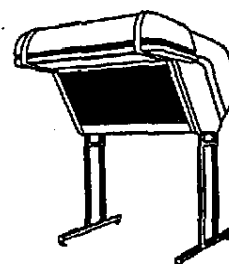
Requires one transparency



4' Mini-Overhead



6' Mini-Overhead



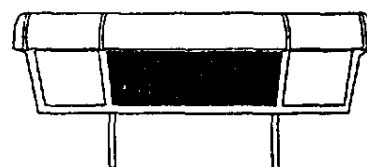
Overhead III, IIIR and IV



Half Y Sign



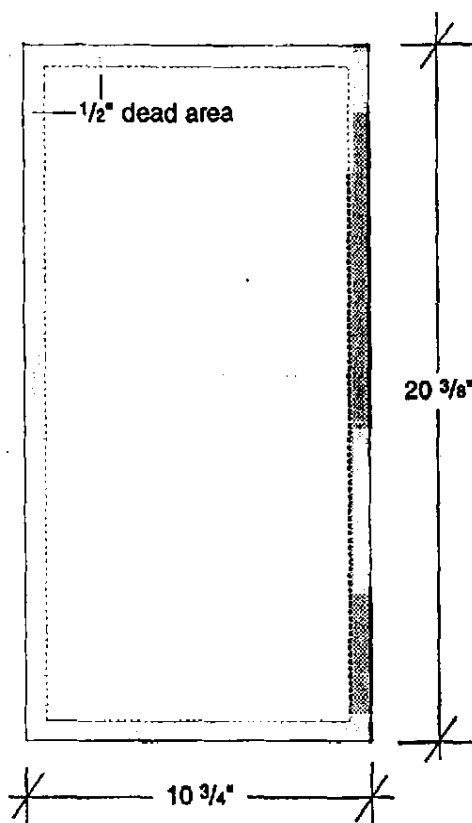
Y Sign



Overhead III Decor Kit

51856 9408

SMALL PASTER



SPECIFICATIONS

Dimensions: $10 \frac{3}{4}" \times 20 \frac{3}{8}"$

Area: 219.03 square inches

Warning Notice: Exhibit 4

T&N: 18 pt.

CODE NAME

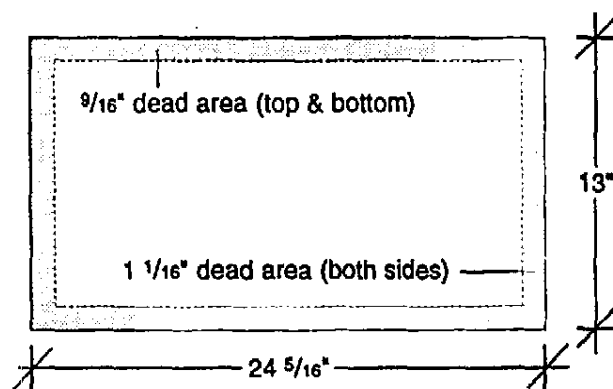
SM PASTER

USAGE

Requires one paster

51856 9409

24" ENHANCED CANOPY CARD OR TRANSPARENCY (24" ENH CAN TRANSP)

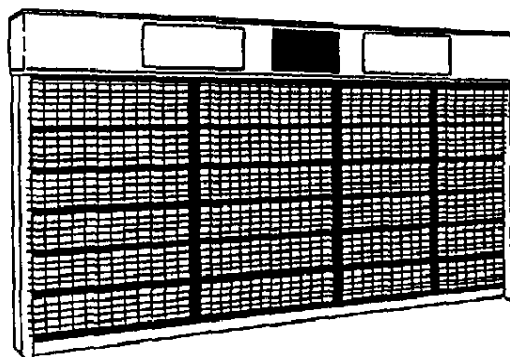


SPECIFICATIONS

Dimensions: 24 5/16" x 13"
Area: 316.06 square inches
Warning Notice: Exhibit 4
T&N: 18 pt.

CODE NAME

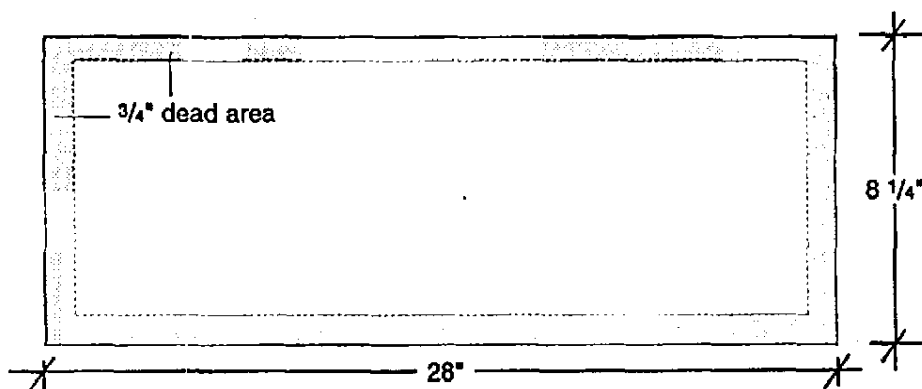
24" ENH CAN CD
24" ENH CAN TRANSP



51856 9410

28" CANOPY CARD OR TRANSPARENCY

(28" CANOPY CARD, 28" CTN TRANS)



SPECIFICATIONS

Dimensions: 28" x 8 1/4"

Area: 231.00 square inches

Warning Notice: Exhibit 4

T&N: 18 pt.

CODE NAME

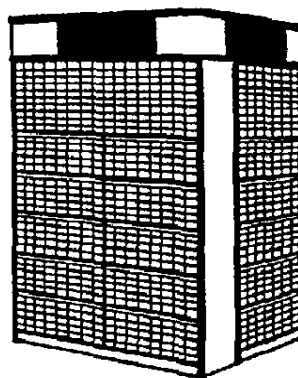
28" CANOPY CARD

28" CTN TRANS

USAGE

Flex/Wood Unit

Requires multiple cards or
transparencies based on installation.

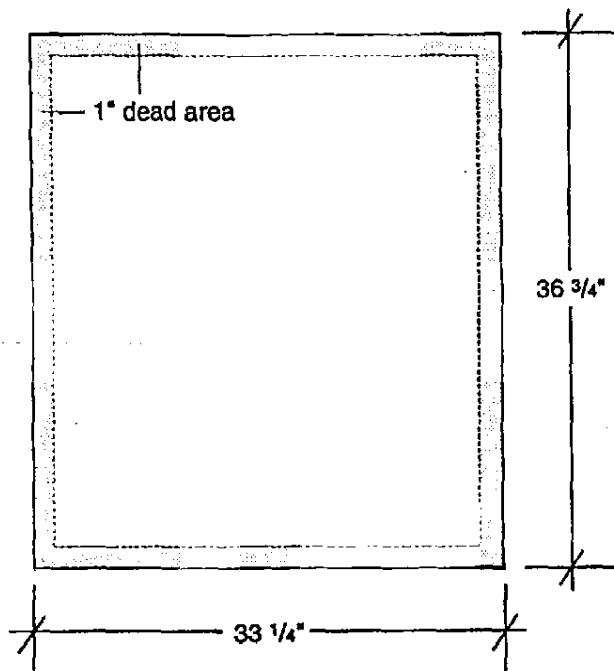


Flex/Wood Unit

51856 9411

32" x 37" RECTANGULAR TRANSPARENCY

(32 X 37 TRANS)



SPECIFICATIONS

Dimensions: 33 1/4" x 36 3/4"

Area: 1221.94 square inches

Warning Notice: Exhibit 7

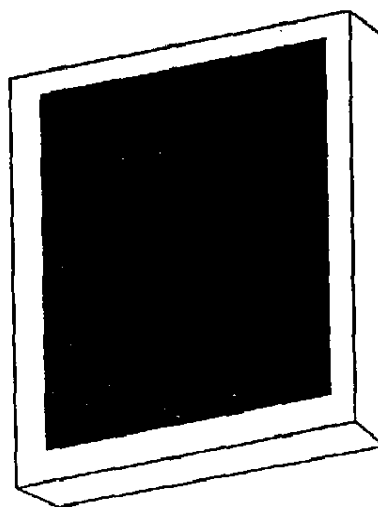
T&N: 32 pt.

CODE NAME

32 x 37 TRANS

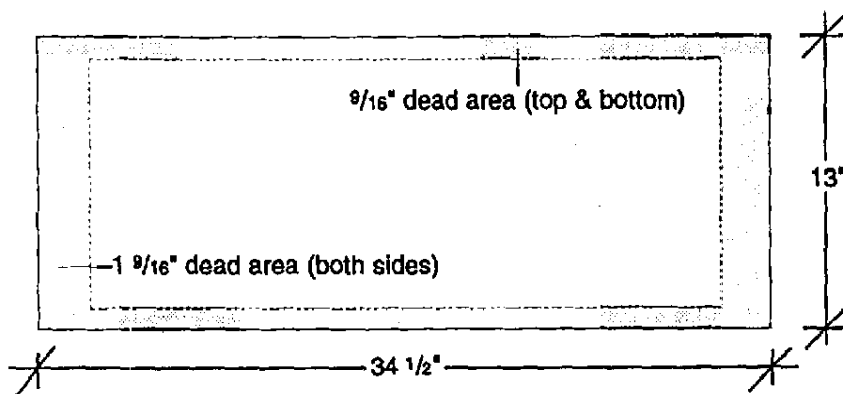
USAGE

Requires two transparencies



51856 9412

36" ENHANCED CANOPY CARD OR TRANSPARENCY (36" ENH CAN TRANSP)



SPECIFICATIONS

Dimensions: 34 1/2" x 13"

Area: 448.50 square inches

Warning Notice: Exhibit 5

T&N: 18 pt.

CODE NAME

36" ENH CAN CARD

36" ENH CAN TRANSP

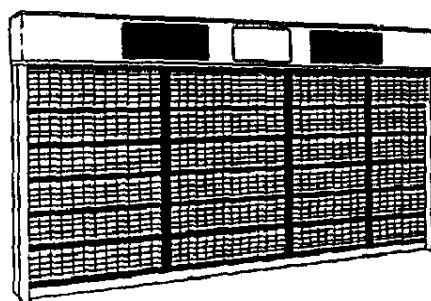
USAGE

36" Light Thief

Requires two transparencies

Enhanced Canopy

Varies

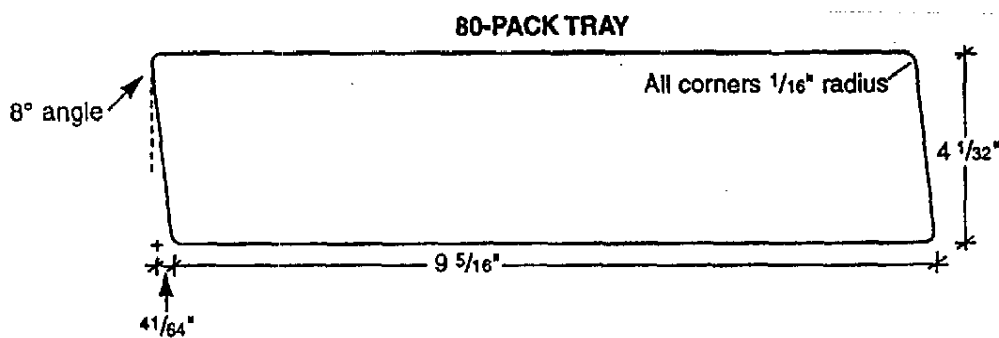
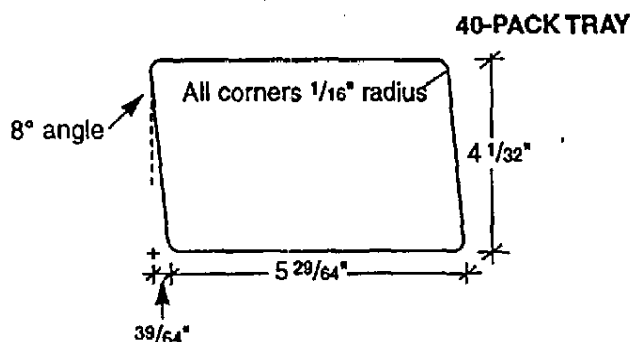


Enhanced Canopy



36" Light Thief

40-PACK TRAY LARGE END CAP CARD AND 80-PACK TRAY LARGE END CAP CARD ALSO: 30/54-PACK TRAY



SPECIFICATIONS

40-PACK TRAY:

Dimensions: $5 \frac{29}{64}" \times 4 \frac{1}{32}"$
Area: 21.96 square inches
Warning Notice: Not required
T&N: 12 pt

CODE NAME

40-PK TRAY LG END CAP CD

USAGE

Requires two cards

NOTE:

Cards print front and back

SPECIFICATIONS

80-PACK TRAY:

Dimensions: $9 \frac{5}{16}" \times 4 \frac{1}{32}"$
Area: 37.52 square inches
Warning Notice: Exhibit 1
T&N: 12 pt

CODE NAME

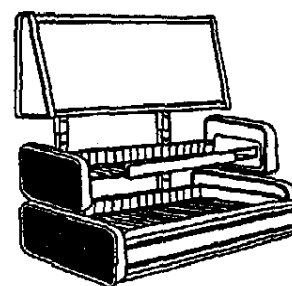
80-PK TRAY LG END CAP CD

USAGE

Requires two cards

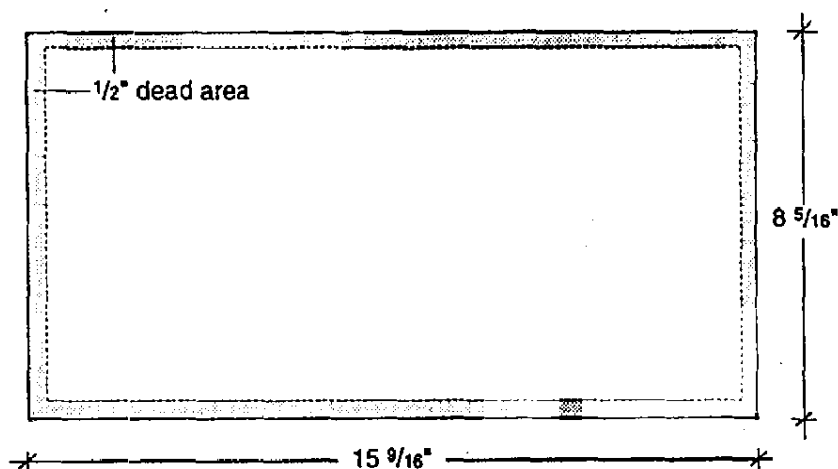
NOTE:

Cards print front and back



System III Counter Display

APD ENHANCED CARD OR TRANSPARENCY



SPECIFICATIONS

Dimensions: 15 9/16" x 8 5/16"

Area: 129.36 square inches

Warning Notice: Exhibit 3

T&N: 12 pt.

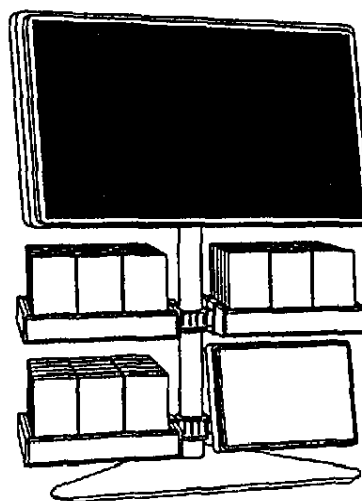
CODE NAME

APD ENH CARD

APD ENH TRANS

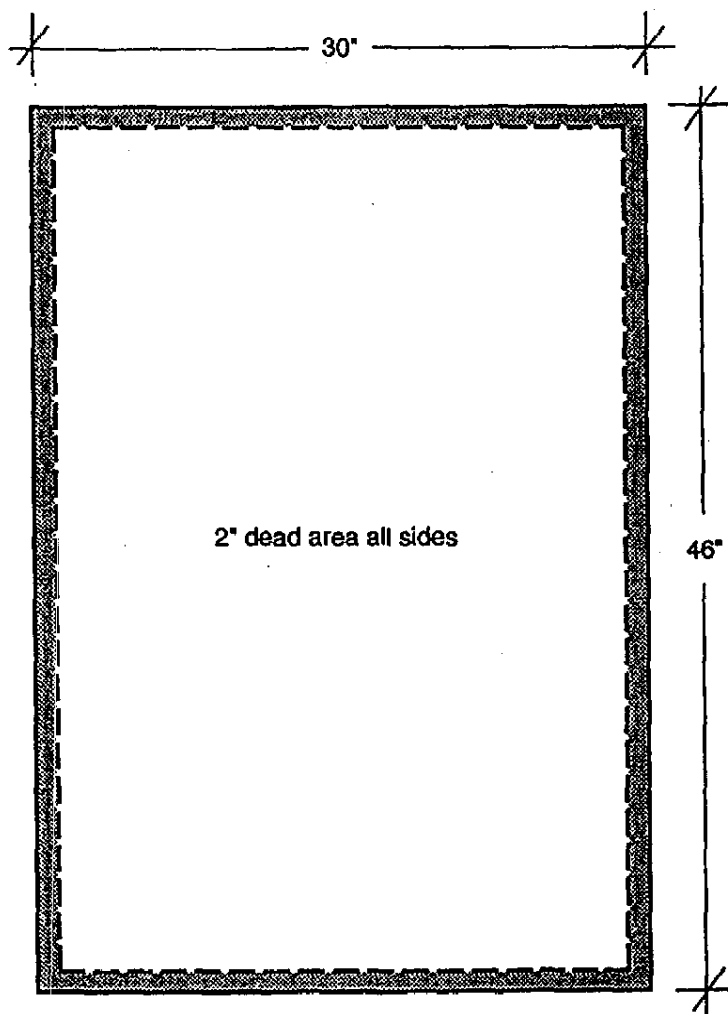
USAGE

Requires one card or transparency



51856 9415

ONE SHEET



SPECIFICATIONS

Dimensions: 46" x 30"

Area: 1,380 square inches (9.58 square feet)

Warning Notice: Exhibit 7

T&N: 32 pt.

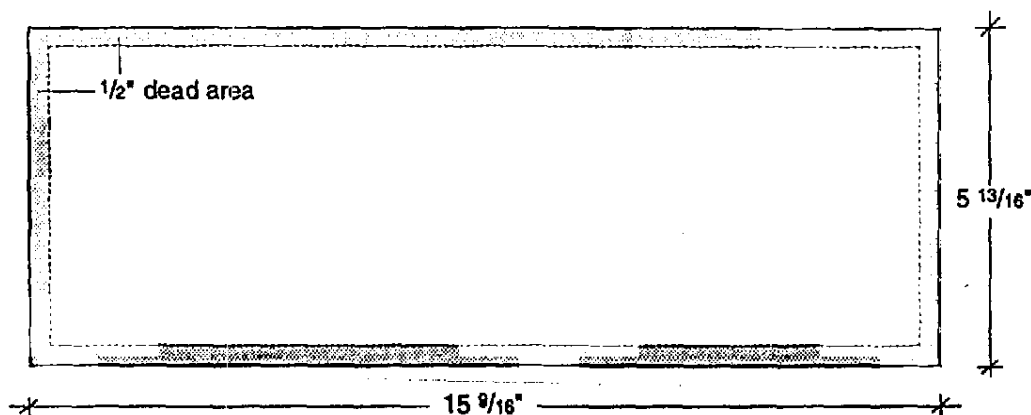
CODE NAME

ONE SHEET

NOTE: • For backlights, use .0085 Opaline, Britecoat, or similar substrate.
• For paper, use 70 lb. C1S wet strength.

51856 9416

APD LARGE CARD OR TRANSPARENCY



SPECIFICATIONS

Dimensions: $15 \frac{9}{16}" \times 5 \frac{13}{16}"$

Area: 90.46 square inches

Warning Notice: Exhibit 2 or 2(a)

T&N: 12 pt.

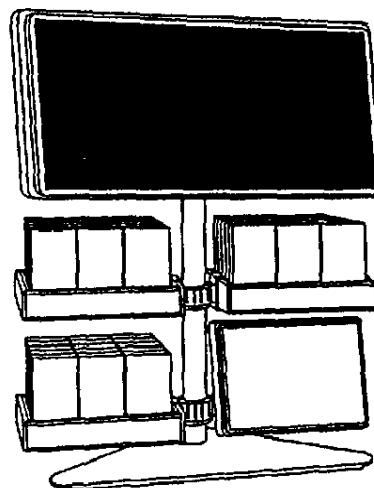
CODE NAME

APD LG CARD

APD LG TRANS

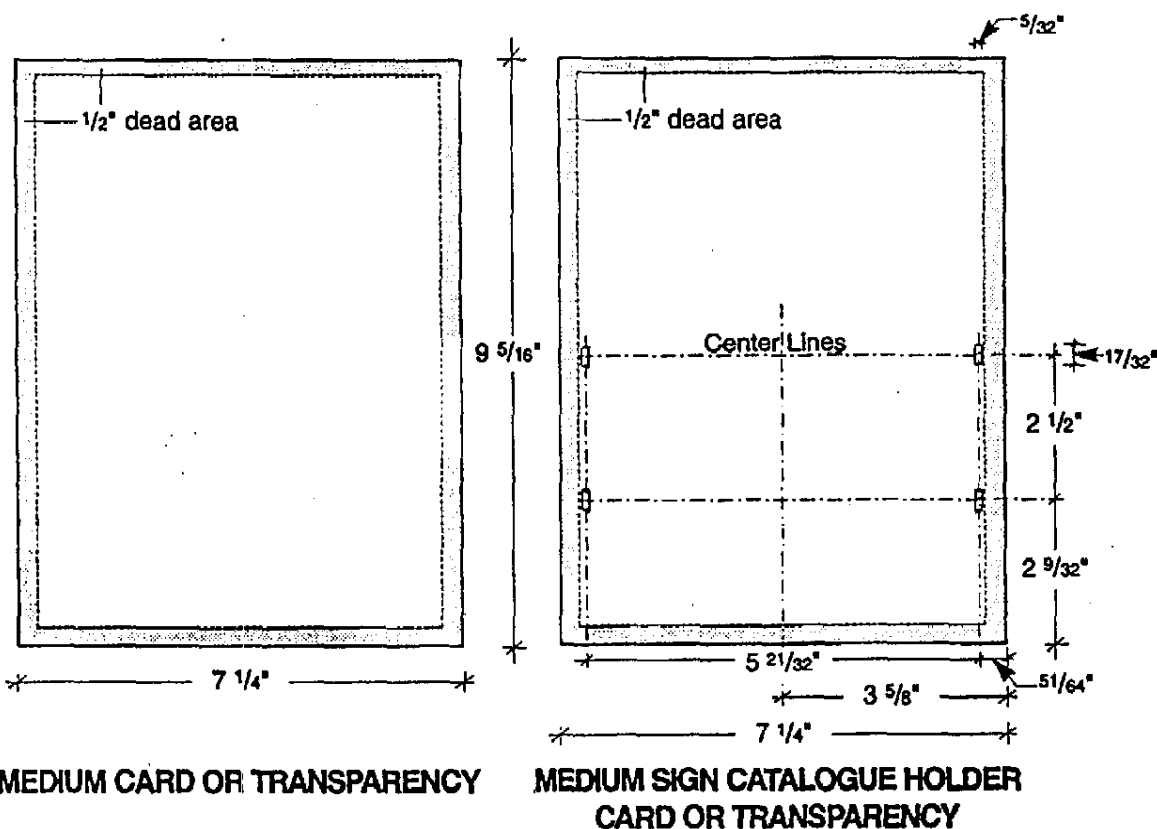
USAGE

Requires one card or transparency



51856 9417

APD MEDIUM CARD OR TRANSPARENCY
ALSO: APD MEDIUM SIGN CATALOGUE HOLDER CARD OR
TRANSPARENCY



SPECIFICATIONS

Dimensions: 7 1/4" x 9 5/16"

Area: 67.52 square inches

Warning Notice: Exhibit 2 or 2(a)

T&N: 12 pt.

CODE NAME

APD MED CARD

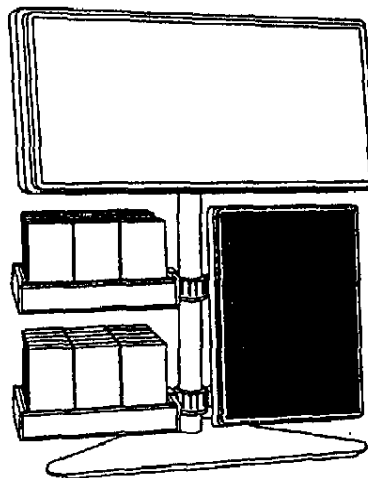
APD MED TRANS

APD MED CATALOGUE CARD

APD MED CATALOGUE TRANS

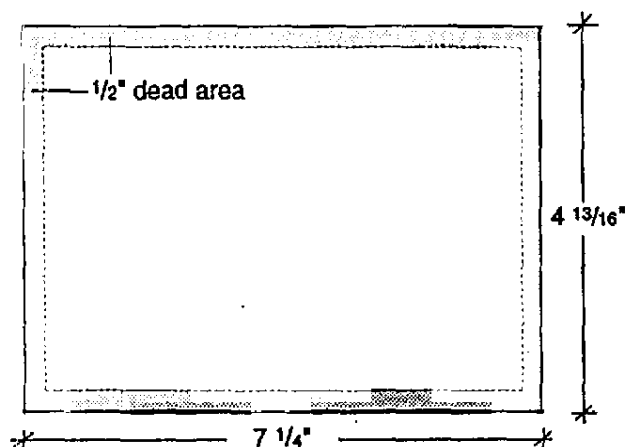
USAGE

Requires one card or transparency



51856 9418

APD SMALL CARD OR TRANSPARENCY



SPECIFICATIONS

Dimensions: 7 1/4" x 4 13/16"

Area: 34.89 square inches

Warning Notice: Not Required

T&N: 12 pt.

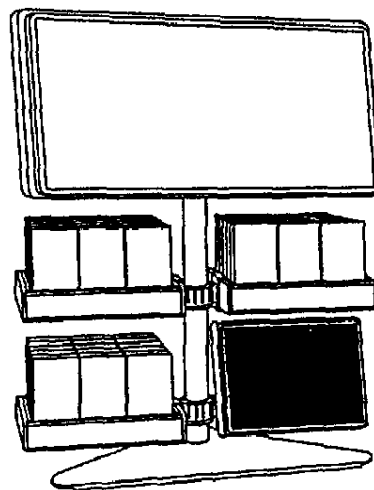
CODE NAME

APD SM CARD

APD SM TRANS

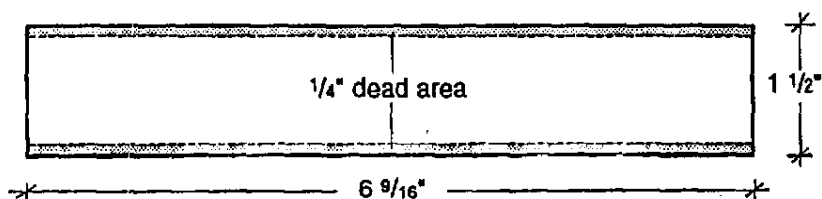
USAGE

Requires one card or transparency



51856 9419

APD TRAY STRIP



SPECIFICATIONS

Dimensions: 6 9/16" x 1 1/2"

Area: 9.84 square inches

Warning Notice: Not Required

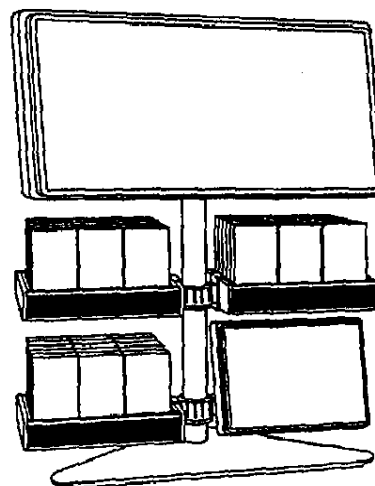
T&N: 12 pt.

CODE NAME

APD TRAY STRIP

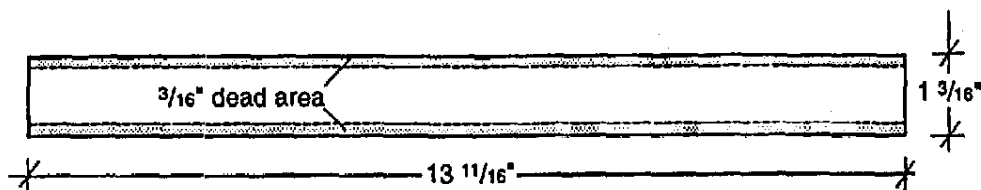
USAGE

Requires one card



51856 9420

DISPLAY CHANNEL STRIP (CHANNEL STRIP)



SPECIFICATIONS

Dimensions: 13 11/16" x 1 3/16"

Area: 16.25 square inches

Warning Notice: NA

T&N: 12 pt.*

CODE NAME

CHANNEL STRIP

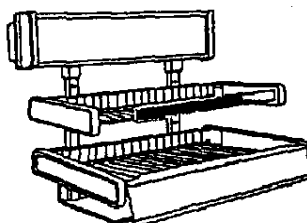
USAGE

System III Counter Display

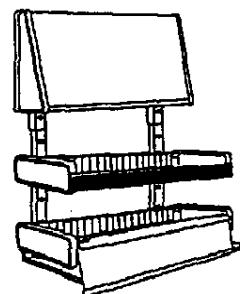
Requires one card

Doral 6-Tray Counter Display

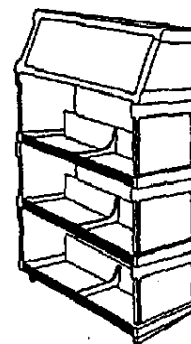
Requires three cards



System III Counter Display
40-Pack Tray



System III Counter Display
30-Pack Tray

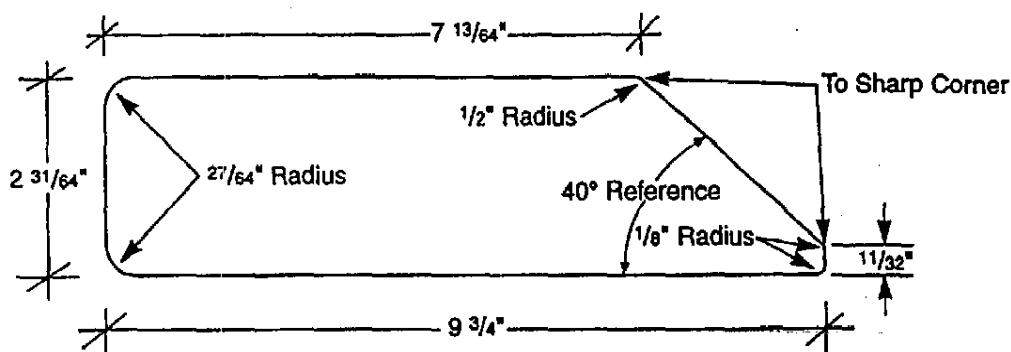


Doral 6-Tray Counter Display

*Note: A determination must be made prior to production as to whether the Display Channel Strip is Temporary or Permanent POS. If Permanent, T&N's are not required.

51856 9421

ENHANCED 40-PACK TRAY END CAP CARD



SPECIFICATIONS

Dimensions: $9 \frac{3}{4}$ " x $2 \frac{31}{64}$ "

Area: 24.24 square inches

Warning Notice: Not Required

T&N: 12 pt.

CODE NAME

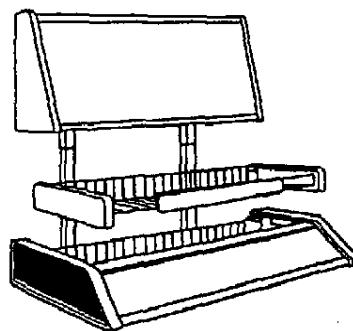
ENH 40-PK TRAY END CAP CD

USAGE

Requires two cards (one each side)

NOTE

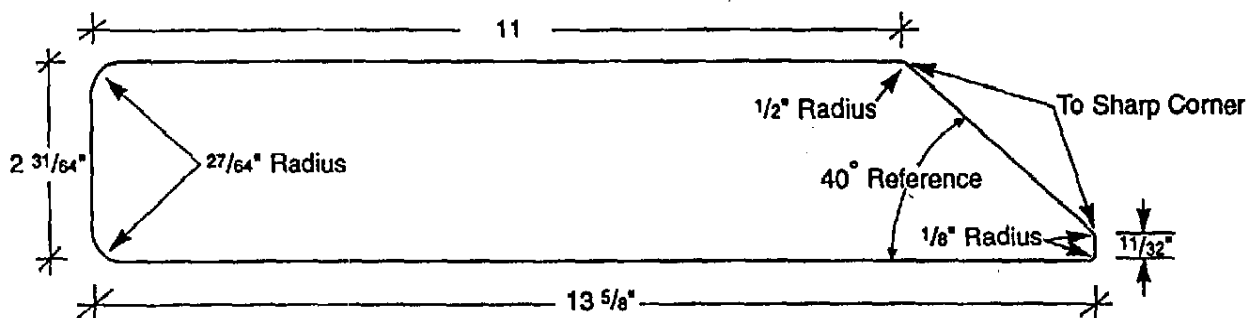
Prints two sides



Enhanced 40-Pack Tray End Cap Card

51856 9422

ENHANCED 80-PACK TRAY END CAP CARD



SPECIFICATIONS

Dimensions: $13 \frac{5}{8}$ " x $2 \frac{31}{64}$ "

Area: 33.87 square inches

Warning Notice: Not Required

T&N: 12 pt.

CODE NAME

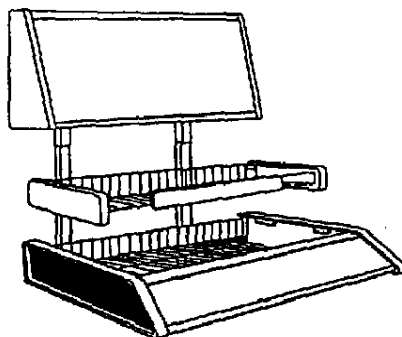
ENH 80-PK TRAY END CAP CD

USAGE

Requires two cards (one each side)

NOTE

Prints two sides

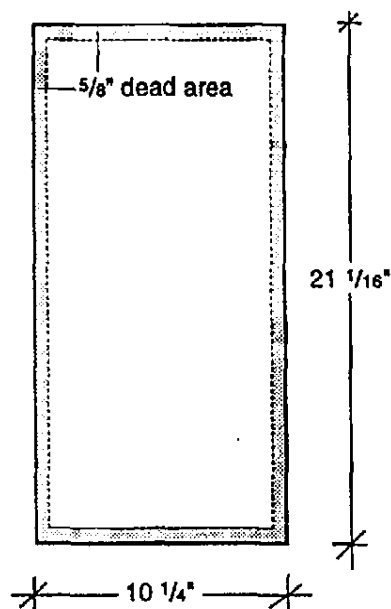


Enhanced 80-Pack Tray End Cap Card

51856 9423

FLEX SIDE TRANSPARENCY

(FLX SIDE TRANS)



SPECIFICATIONS

Dimensions: $10 \frac{1}{4}" \times 21 \frac{1}{16}"$

Area: 215.89 square inches

Warning Notice: Exhibit 4

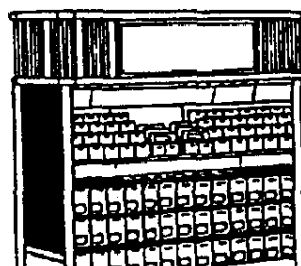
T&N: 18 pl.

CODE NAME

FLX SIDE TRANS

USAGE

Requires one transparency

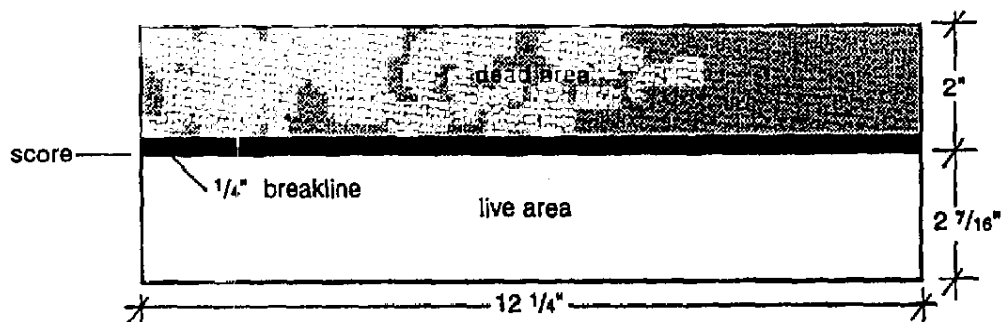


Flex Carton Merchandiser

51856 9424

FOLDED SHELF STRIP

(FOLDED SHELF STRIP)



SPECIFICATIONS

Dimensions: 12 1/4" x 2 7/16"

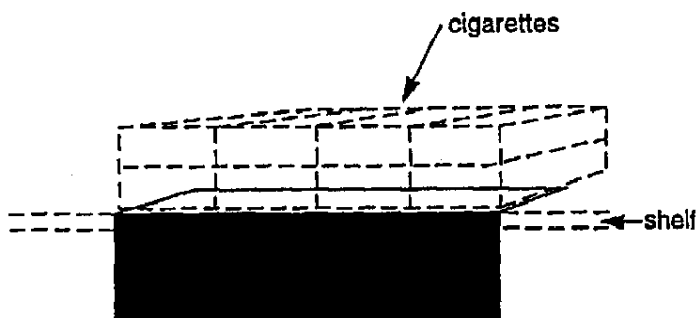
Area: 29.89 square inches

Warning Notice: Not required

T&N: 12 pt.

CODE NAME

FOLDED SHELF STRIP

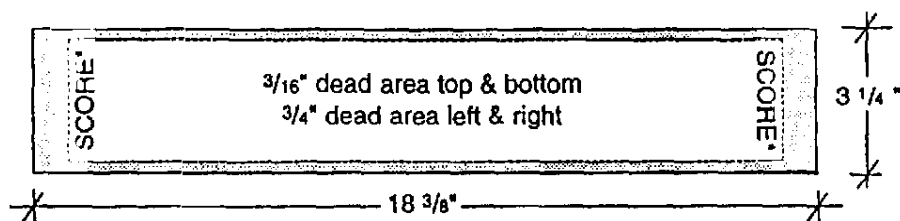


51856 9425

LARGE PACKAGE MERCHANDISER CARD OR TRANSPARENCY

ALSO: PRICER CARD

(24" PKG CARD, 24" PKG TRANSP)



*Note: Score indicated is applicable to card only; not required on transparency.

SPECIFICATIONS

Dimensions: 18 3/8" x 3 1/4"

Area: 59.72 square inches

Warning Notice: Exhibit 1

T&N 12 pt.

CODE NAME

24" PKG CARD

24" PKG TRANSP

USAGE

System III Counter Display

Requires one top transparency/card
and one bottom card

40 and 80-Pack Tray Enhancement Kit

Requires one card

120 Pack Counter Display

Requires one card

Suction Cup Window Display (Large)

Requires one card

Doral 9-Tray Counter Display

Requires one card



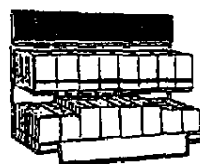
System III
Counter Display



40-Pack Tray
Enhancement Kit



80-Pack Tray
Enhancement Kit



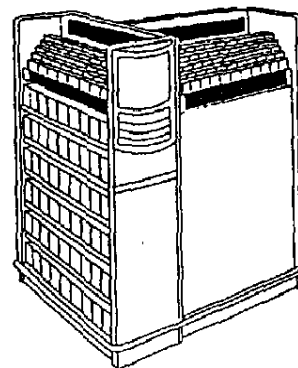
120 Pack Wire
Counter Display



Suction Cup Window
Display (Large)



Permanent Topper
Spring Load

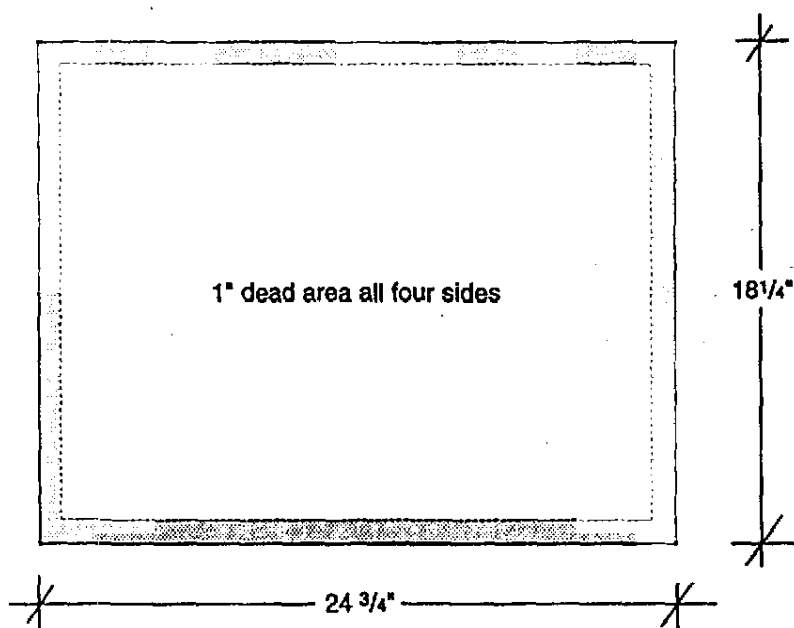


UPM Package Merchandiser

51856 9426

LARGE PASTER
ALSO: 4' MINI OVERHEAD
6' MINI OVERHEAD
OVERHEAD I

(LARGE PASTER)



Paster must be designed horizontally to be used as a card in the overhead units.

SPECIFICATIONS

Dimensions: 24 3/4" x 18 1/4"

Area: 451.69 square inches

Warning Notice: Exhibit 5

T&N: 18 pt.

CODE NAME

Mini Overhead - MINI OVHD

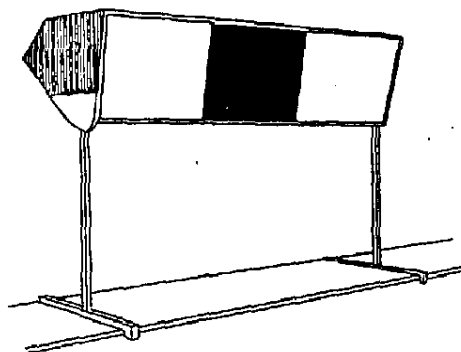
Larger Paster - LARGE PASTER

USAGE

4' Mini Overhead (one sheet or card)

6' Mini Overhead (one sheet or card)

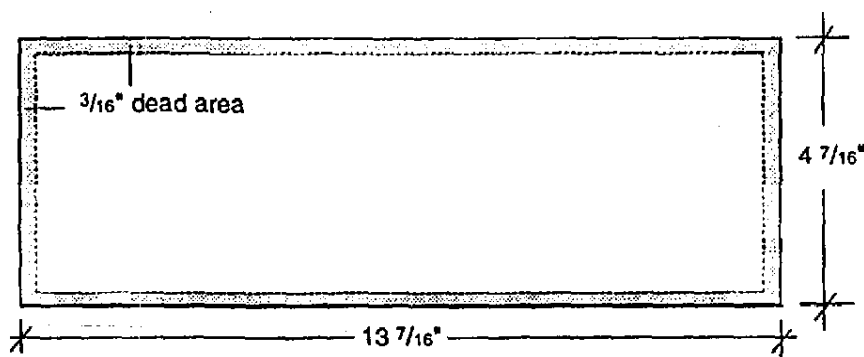
Overhead I (two sheets or cards)



51856 9427

LARGE PPD CARD AND TRANSPARENCY

(LG PPD CARD, LG PPD TRANS)



SPECIFICATIONS

Dimensions: $13\ 7/16" \times 4\ 7/16"$

Area: 59.67 square inches

Warning Notice: Exhibit 1

T&N: 12 pt.

CODE NAME

LG PPD CARD

LG PPD TRANS

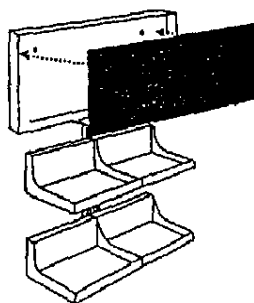
USAGE

Requires one card

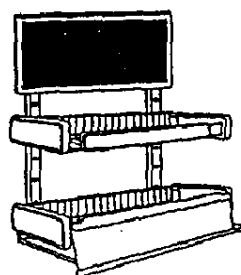
ADDITIONAL USAGE:

Suction Cup Window Display (Small)

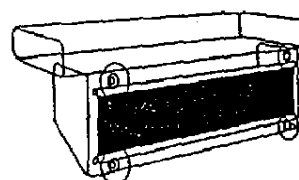
Requires one card



PPD Display

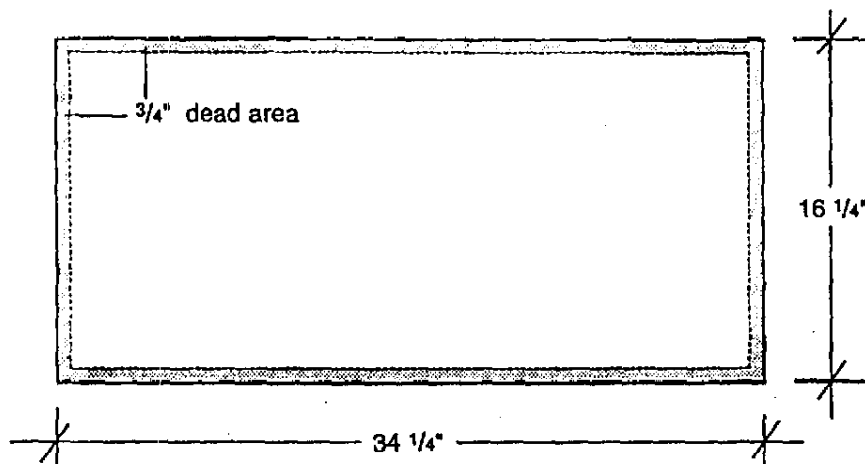


System III
30-Pack Tray



Suction Cup Window
Display (Small)

**NON-SELF SERVICE
ENHANCED SIGN TRANSPARENCY
(NSS SIGN TRANSP)**



SPECIFICATIONS

Dimensions: 34 1/4" x 16 1/4"

Area: 556.56 square inches

Warning Notice: Exhibit 6

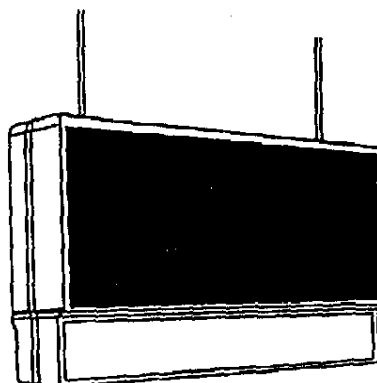
T&N: 24 pt.

CODE NAME

NSS SIGN TRANSP

USAGE

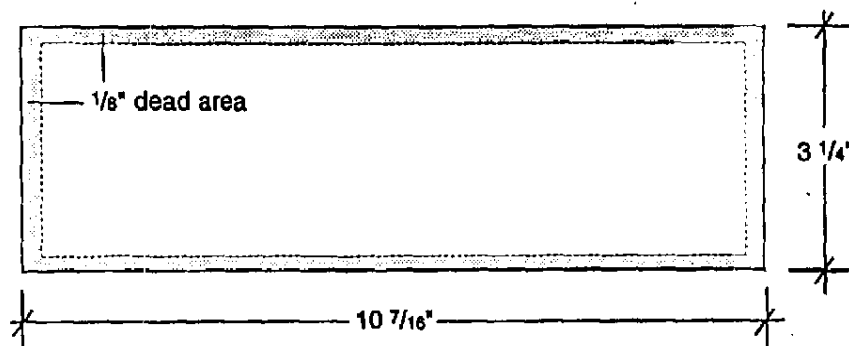
Requires two transparencies



51856 9429

SMALL PACKAGE MERCHANDISER CARD OR TRANSPARENCY

(16" PKG CARD, 16" PKG TRANSP)



SPECIFICATIONS

Dimensions: 10 7/16" x 3 1/4"

Area: 33.93 square inches

Warning Notice: Not required

T&N: 12 pt.

CODE NAME

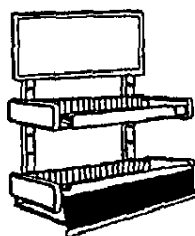
16" PKG CARD

16" PKG TRANSP

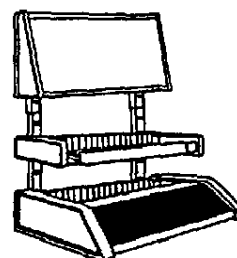
USAGE

Package Merchandiser

Requires one card

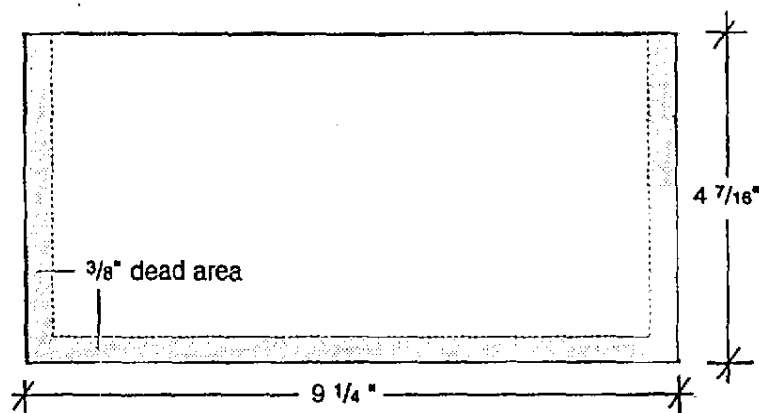


System III
30-Pack Tray



30-Pack Tray
Enhancement Kit

SMALL PPD CARD (SM PPD CARD)



SPECIFICATIONS

Dimensions: $9 \frac{1}{4}" \times 4 \frac{7}{16}"$

Area: 41.05 square inches

Warning Notice: Exhibit 1

T&N: 12 pt.

CODE NAME

SM PPD CARD

USAGE

8-Sided L/P Centralized

Requires four cards

20/30/40 Pack Counter Display

Requires one card

PCD Display

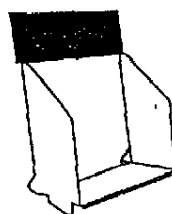
Requires one card

PPD Display

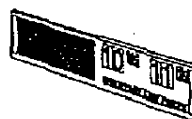
Requires one card

Security Door Pricer

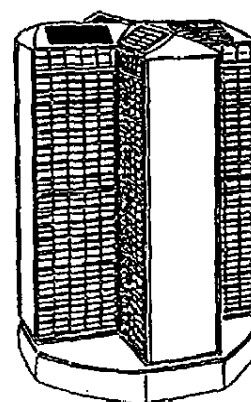
Requires one card



20/30/40 Pack
Counter Display

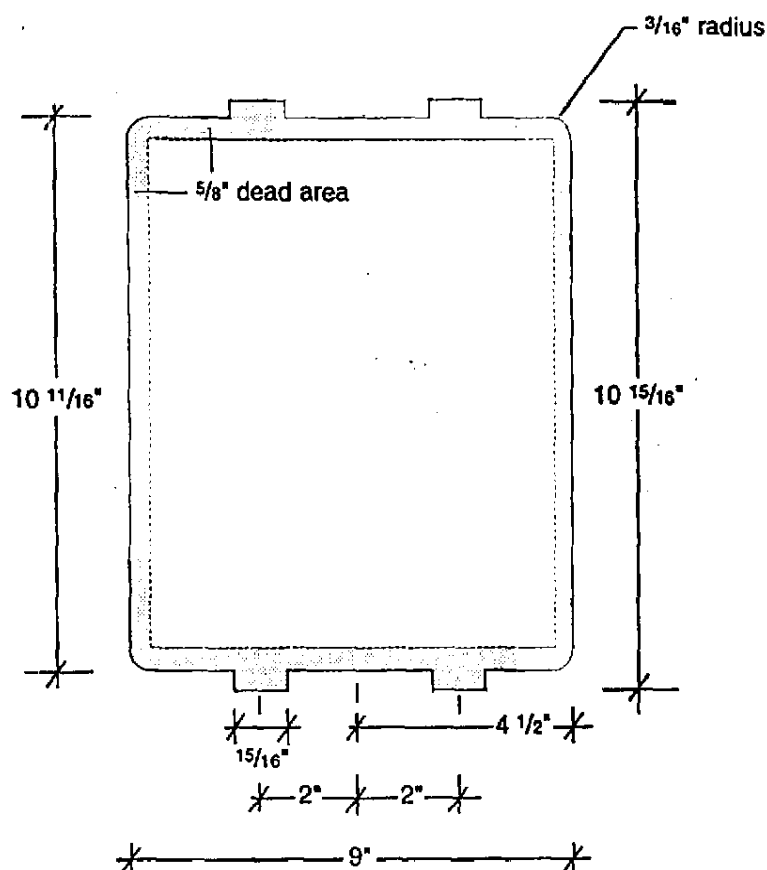


Security Door Pricer



8-Sided L/P Centralized
Merchandiser

SMALL SIDE CARD (SM SIDE CARD, SVGS CENTER SIDE CD)



SPECIFICATIONS

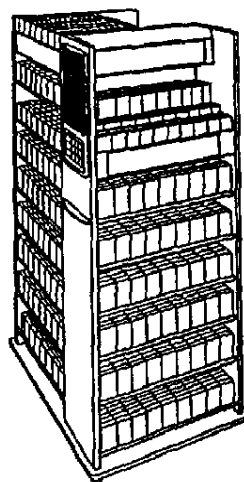
Dimensions: 9" x 10 15/16"
 Area: 98.43 square inches
 Warning Notice: Exhibit 2
 T&N: 12 pt.

CODE NAME

SM SIDE CARD
 SVGS CENTER SIDE CD

USAGE

Requires two cards



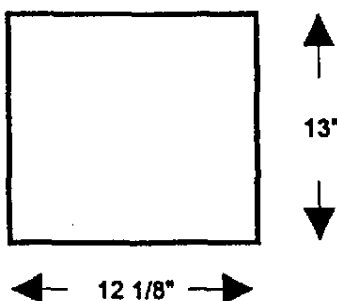
UPM Package Merchandiser

12" ENHANCED CANOPY CARD

(12" ENH CAN CD)

9/16" Dead Area
(Top & Bottom)

1 1/16" Dead Area
(Both Sides)



Specifications

Dimensions: 12 1/16" x 13"

Area: ?

Warning Notice: Exhibit # ?

T & N: pt. ?

Code Name:

12" ENH CAN CD

51856 9433

Full Price 40

11/5/97

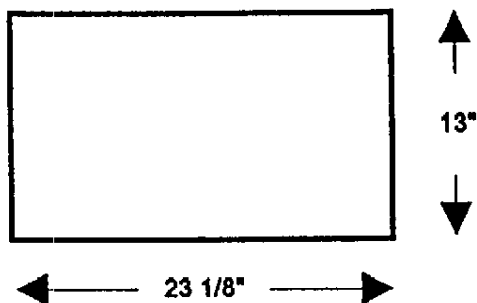
NEWPOS.XLS

2 FOOT WOOD CANOPY CARD OR TRANSPARENCY

(2 FT WD CAN TRANSP)

9/16" Dead Area
(Top & Bottom)

1 1/16" Dead Area
(Both Sides)



Specifications

Dimensions: 23 1/16" x 13"

Area: ?

Warning Notice: Exhibit # ?

T & N: pt. ?

Code Name:

2 FT WD CAN CD

2 FT WD CAN TRANSP

51856 9434

Full Price 41

NEWPOS.XLS

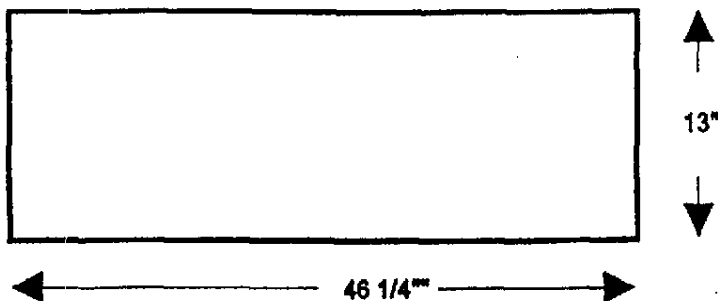
11/5/97

48" ENHANCED CANOPY CARD/TRANSPARENCY

(48" ENH CAN TRANSP)

9/16" Dead Area
(Top & Bottom)

1 1/16" Dead Area
(Both Sides)



Specifications

Dimensions: 46 3/16" x 13"

Area:

?

Warning Notice: Exhibit #

?

T & N: pt.

?

Code Name:

48" ENH CAN CD

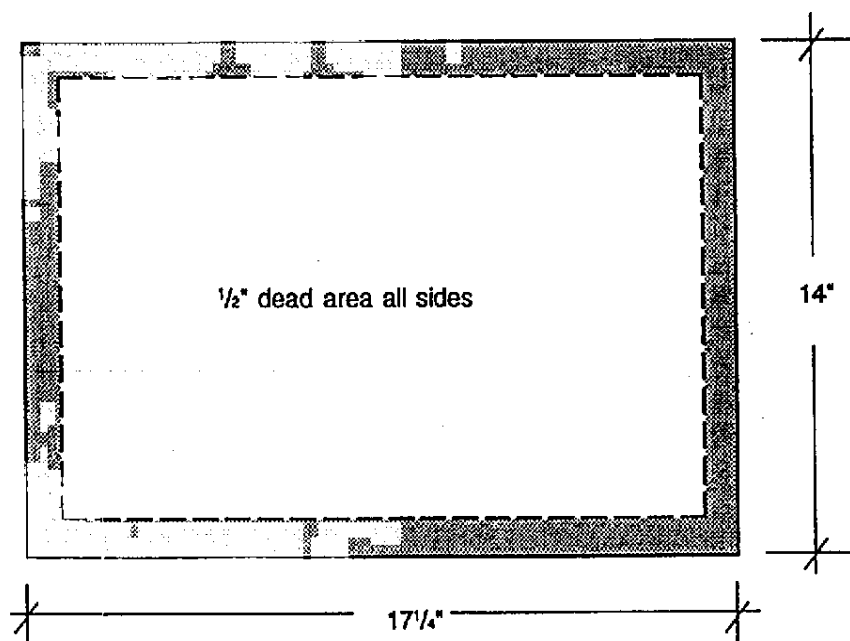
48" ENH CAN TRANSP

11/5/97

Full Price 42
NEWPOS.XLS

51856 9435

DUMP BIN RISER CARD
ALSO: 90-CARTON FLOOR BASE RISER CARD

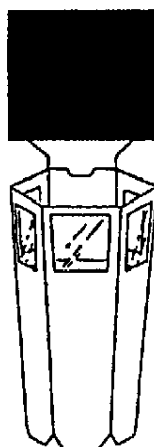


SPECIFICATIONS

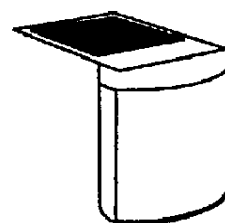
Dimensions: 17 1/4" x 14"
Area: 241.5 square inches
Warning Notice: Exhibit 4
T&N: 18 pt.

CODE NAME

DUMP BIN RC
90-CTN FLOOR RC
WCD TOP



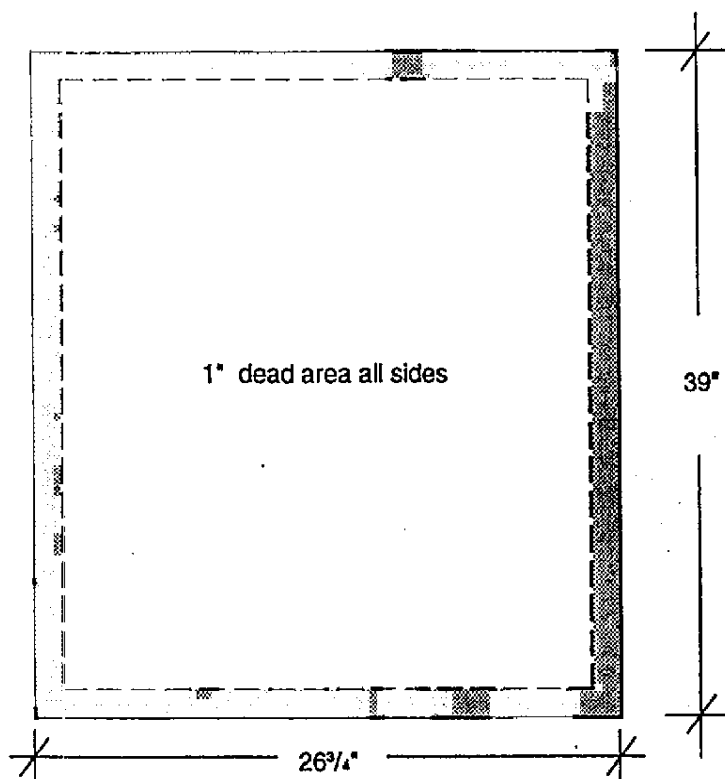
Dump Bin



Waterfall Counter

REQUIRED COPY: ALL PROMOTIONAL COSTS PAID BY MANUFACTURER (When applicable)
WHILE SUPPLY LASTS (Premium and Coupon/VPR Offers)

EXTRA LARGE PASTER



SPECIFICATIONS

Dimensions: 26 3/4" x 39"

Area: 1043.25 square inches

Warning Notice: Exhibit 7

T&N: 32 pt.

CODE NAME

EX LG PASTER

USAGE

1 Sheet

REQUIRED COPY: ALL PROMOTIONAL COSTS PAID BY MANUFACTURER (When applicable)
WHILE SUPPLY LASTS (Premium and Coupon/VPR Offers)

51856 9437

1 2 3 4 5 7 8 9 9 0 0 .
 1 2 3 4 5 7 8 9 9 0 0 .
 1 2 3 4 5 7 8 9 9 0 0 .
 1 2 3 4 5 7 8 9 9 0 0 .
 1 2 3 4 5 7 8 9 9 0 0 .
 1 2 3 4 5 7 8 9 9 0 0 .
 1 2 3 4 5 7 8 9 9 0 0 .
 1 2 3 4 5 7 8 9 9 0 0 .
 1 2 3 4 5 7 8 9 9 0 0 .

51856 9438

PLUS TAX PLUS TAX PLUS TAX PLUS TAX PLUS TAX
 PLUS TAX PLUS TAX PLUS TAX TAX INCL. TAX INCL.
 TAX INCL. TAX INCL. TAX INCL. TAX INCL. TAX INCL.

1111 2222 3333

4444 5555 7777

8888 9999 0000

51856 9439

RJRT FORM NO. F040 ITEM NO. 647004

PTD. IN USA © 1996 RJR TOBACCO CO.

Font 2" 0.000 0